



image

09/928024

0480  
3622

Assistant Commissioner of Patents

Washington, DC 20231

**PROTEST UNDER 37 CFR 1.291(a)**

Re: Targeting ads to subscribers based on privacy-protected subscriber profiles

US File # 20020123928

Filed: August 10, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20020123928

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database created and maintained at the client level (Set Top Box [STB] or PVR) (0091) in a client-server ad delivery system. (0030) (0090) (0091) appropriate ads are selected through correlation of user profiles (that contain voluntary user actions) with the ad database. (0024) The ad databases are created at a remote server and downloaded to storage (Claim 49, 50)) at the STB connected to users' television monitors. Comparing ad profiles to profiles containing information based on user history or other voluntary user actions is tantamount to placing a URL or Keyword (0093) into a browser locator window, that makes a match with ad database data maintained at the computer STB in the remotely controlled and updated STB database and in the event a match is made by comparing (0044), an appropriate advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

This embodiment is described in Claims 1, 3, 6, 8, 22, 28 and others. Basing ad display based upon profile comparisons, keywords or other voluntary users' actions is no different than selecting a URL in a browser or Keyword in a search engine. Whether a cable TV network or the internet or both, both are electronic communication networks. (0093) The system is described in paragraphs (0024) (0030) (0084) (0090) (0091) (0093) (0109) and others.

The abstract reads, in part, "Monitoring subscriber viewing interactions, such as television viewing interactions, and generating viewing characteristics therefrom. Generating at least one type of subscriber profile from at least some subset of subscriber characteristics including viewing, purchasing, transactions, statistical, deterministic, and demographic. The subscriber characteristics may be

generated, gathered from at least one source, or a combination thereof. Forming groups of subscribers by correlating at least one type of subscriber profile. The subscriber groups may correlate to elements of a content delivery system (such as head-ends, nodes, branches, or set top boxes (STBs) within a cable TV system). Correlating ad profiles to subscriber/subscriber group profiles and selecting targeted advertisements for the subscribers/subscriber groups based on the correlation. Inserting the targeted ads in place of default ads in program streams somewhere within the content delivery system (head-end, node, or STB). Presenting the targeted ads to the subscriber/subscriber group via a television."

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that while prior art strictly based on VoD and TV, no prior art was submitted with this filing correlating to the internet and only some broad references to server profiling systems. The filers are correct that a targeted system based on program selections, profiles, URLs, keywords or voluntary user actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references that describe equivalent systems:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 8/10/2001 filing. The prior art listed all precede any references contained in this Application.

I believe the Examiner should look very closely at the Claims made and reject this Applications as well as all prior art cited making similar plagiarized Claims.

United States Patent: 6,141,010 - Netscape

File Edit View Go Bookmarks Tools Window Help

http://patft.uspto.gov/netaid/nph-Parser?Sec1=PTO1&Sec2=HTDFF&id=PALL&ip=1&u=/netaid/nph-Parser.html Search

File Edit View Go Bookmarks Tools Window Help

United States Patent: 6,141,010

### USPTO PATENT FULL-TEXT AND IMAGE DATABASE

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)

[Bottom](#)

[View Cart](#) [Add to Cart](#)

[Images](#)

(1 of 1)

---

United States Patent **6,141,010**  
Hoyle **October 31, 2000**

---

#### Computer interface method and apparatus with targeted advertising

##### Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising--both demographically and reactively. The software application includes programming that accesses the server on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

Claria - Corporate Overview - Overview - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.claria.com/compageinfo/

CLARIA. CORPORATE OVERVIEW

**CLARIA CORPORATION OVERVIEW**

Overview

**Claria Corporation Overview**

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

**History**

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Inceptor AB and Crosslink Capital.

esp@comet document view - Netscape

File Edit View Go Bookmarks Tools Window Help

http://v3.espacenet.com/textdoc?A=Zetmeir&F=FIRST+1&CY=us&L=eng&DB=EPDOC&cl=us&kw=Zetmeir&Submit=

esp@comet document view

European Patent Office

Home / Zetmeir / English / Deutsch / Français

esp@comet

Quick Search: Advanced Search: Number Search: Last Results: My patents list: Classification Search: Help: Drink Help: Why are some tabs grey for certain documents? Why does a list of documents with the title Also published as appear sometimes and what are these documents? What does A1, A2, A3 and B1 mean after an EP publication number, which appears sometimes under the Also published as list? What is a cited document? Why do I not always see cited documents? Why do I sometimes see the abstract of a correspondent document? What is a module?

Return to result list Previous in results 2/10 Next in results

**TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD**

Bibliographic data: Description: Claims: INPADOC LEGAL status:

Patent number: CA2328913

Publication date: 1999-10-29

Inventor: ZETMEIR KARLO (US)

Applicant: ZETMEIR KARLO (US)

Classification: International: H04M3/00 European:

Application number: CA1002229013 10090414

Priority number(s): US10090052041 10090417 WO100901508102 10090414

View INPADOC patent family

**Abstract of CA2328913**

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.